PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

THELMA C. HEATWOLE

OCT 4 1967

To: Mrs. T. C. Heatwole

Date: October 3, 1967

From: R. A. Tamol

Subject: Company Idea #911

In paragraph #3 of Mr. Merritt's proposal, he explains the possible usage of dots or lines printed on cigaret paper that would burn and open before the coal reaches them. I believe we should attempt to protect this idea to strengthen our position pertaining to dilution preceding the coal. The holes are formed as the cigaret is smoked as is the case with film covered holes.

We cannot attempt to reduce the idea to practice in the immediate future as film covered dilution holes will be a first priority in a controlled profile cigaret. However, as we discussed, you may be able to protect our position here. Please discuss these possibilities with our attorneys.

R. A. Tamol

/ad

cc: Dr. R. B. Seligman
Mr. R. N. Thomson
Mr. H. B. Merritt

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